

UGC - Monetization Pilot

Content Compliance

May 24, 2007



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Agenda

- Content Compliance – Workflow
- Compliance Guidelines
- Examples

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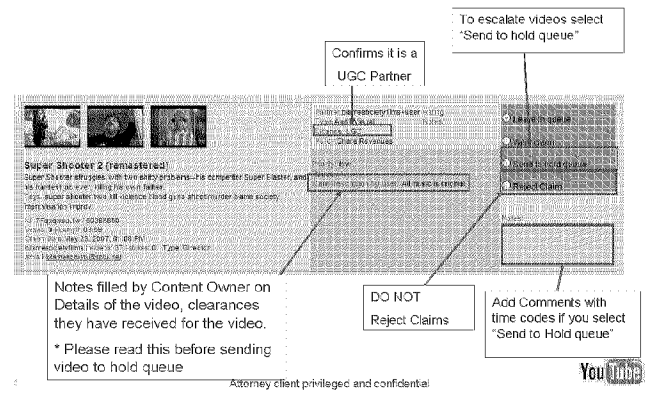


Content Compliance – Workflow

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You Tube

Content Compliance – Workflow



Compliance Guidelines

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Compliance Guidelines - Flags for investigation

- What are Flags?

- Flags trigger a closer look at the video.
- Read the 'Claim Description by User' in the Admin tool to see if they have clarified any of the flags.



- Please Do Not Escalate if Flags are clarified, unless you have doubt.

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Review Guidelines - Flags for investigation

- Green MPA rating screen 
- Letterbox or wide-screen format 
- Recognizable music 
- Recognizable pop-culture icons 
- Network TV logos or watermarks in corner of screen 
- Thumbnails containing mixture of TV show and commercials
- Credits and Intros 
- Professional sports or concert imagery broadcast on TV  
- Photos or images owned by someone else

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Compliance Guidelines - Escalation process

- Escalate by sending to "hold queue" with comments
 - Please include reason for escalation with timecode
Eg, Eagles music at 2:20 or Shot from Harry Potter at 1:20










- Notify the Torso Team by sending an email
user-partners@youtube.com

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Compliance Guidelines – Escalate Examples




- Video includes recognizable Film, Video, TV, Music Video, Audio, Commercial etc. 
- TV watermark/Logo within frames and certain it's a professional TV broadcast 
- Video includes recognizable trademarked cartoon characters 
- Video content contains visible recognizable trademarked logo that is the focal point or receives endorsement 
- Video has a visible television/poster/advertisement/magazine/book/CD/still image owned by someone else that is the focal point 
- Video includes recognizable music/soundtrack not caught by fingerprinting, such as cover versions of hit songs. 
- Video is filmed in non-public area of an identifiable business/corporation  (2:20)

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Compliance Guidelines - Approve

- No visible watermarks and do not recognize content 
- Content has watermark, but doesn't look like a TV broadcast 
- Visible, recognizably trademarked logos are in the background  (3:14)

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Music FAQs

- Music
 - Creating their own version of a copyrighted song is not fair use
 - Need to clear the composition rights.
- Cleared Music Sites
 - Comixer.org
 - Soundclick.com

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Compliance – Approve or Escalate ??



Escalate – Madonna Song



Approve - No visible watermarks and do not recognize content



Check Claim Description - Check the "Claim Description by User" Field in the Admin tool

Rights to use – Approve

No rights to use – Escalate

Email: user-partners@youtube.com



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Check Claim Description Field in the Admin tool– if they have the rights to use it, approve, if not escalate

Questions



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